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1. (Amended)

A method of evaluating customer service performance of a specific employee at a point of transaction and at a time of transaction, comprising:  
presenting a question to a customer at the point of transaction and the time of transaction about the employee's performance using an electronic payment device;  
obtaining a response to the question from the customer at the point of transaction using the electronic payment device;  
recording the customer's response;  
evaluating the response.

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3. (Amended)

The method of evaluating customer service performance according to claim 1 wherein the question is presented to the customer on a display of the electronic payment device.

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4. (Amended)

The method of evaluating customer service performance according to claim 1 wherein the question is presented on a monitor of the electronic payment device and the response is entered on a keyboard of the electronic payment device.

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9-10. (Amended)

The method of evaluating customer service performance according to claim 1, further comprising:  
communicating an alert signal when the customer service response falls below a threshold.

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Please add the following new claims 23-31:

~~23.~~ <sup>11</sup> A method of evaluating customer service performance of an employee at a point of transaction and at a time of transaction, comprising:  
presenting a question to a customer at the point of transaction and at the time of transaction about the employee's performance using an electronic payment device;  
obtaining a response to the question from the customer at the point of transaction and the time of transaction using the electronic payment device; and  
evaluating the response at the point of transaction and the time of transaction.

~~24.~~ <sup>12</sup> The method of claim ~~23~~ <sup>11</sup> further comprising communicating an alert signal at the time of transaction based on the response.

~~25.~~ <sup>13</sup> The method of claim ~~23~~ <sup>11</sup> further comprising offering the customer a reward as an incentive to provide the response to the question.

~~26.~~ <sup>14</sup> The method of claim ~~23~~ <sup>11</sup> further comprising selecting the question to present from a group of questions using the electronic payment device.

~~27.~~ <sup>15</sup> The method of claim ~~23~~ <sup>11</sup> wherein the point of transaction is a store, the customer and the employee being physically present at the store at the time of transaction.

~~28.~~ <sup>16</sup> The method of claim ~~23~~ <sup>11</sup> wherein the step of evaluating the response is scoring the response.

~~29.~~ <sup>17</sup> The method of claim ~~23~~ <sup>11</sup> further comprising storing the response.

~~30.~~ <sup>18</sup> The method of claim ~~23~~ <sup>11</sup> further comprising tying the employee's compensation to the response.

19  
31.

A system for collecting customer feedback of an employee's performance at a point of transaction and at a time of transaction, comprising:

an electronic payment device adapted to present a question to the customer about the employee's

performance and adapted to obtain a response to the question from the customer at the

time of transaction and at the point of transaction;

a memory in operative connection with the electronic payment device for storing the response;

and

a control program adapted to link the employee and the response and adapted to cumulatively

evaluate the employee's performance.